

# JPC MAGAZINE

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Vol 3, Issue 7, March 2026

**Godox**

**AD100Pro II**

PRODUCT REVIEW

**Sangeeta Taluja**

SPOT LIGHT

**Photographing**

**Light** APNI TOH

PAATHSHALA

UDTI KHABREIN

## WHERE WOMEN BLOOM

Photo Story by Sanchayan Halder

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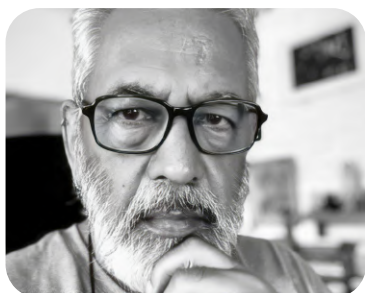
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# Editor's Note



Dear Readers,

“Taking pictures is savouring life intensely, every hundredth of a second.” observed Marc Riboud. As March unfolds, this issue of *JPC Magazine* is dedicated to celebrating Women in Photography, recognising the vision, sensitivity, and strength women bring to visual storytelling. On the occasion of International Women’s Day, we honour photographers whose work continues to shape perspectives, inspire creativity, and redefine narratives.

Women photographers have long expanded the boundaries of the medium. Dorothea Lange reminded us that “the camera is an instrument that teaches people how to see without a camera.” From documentary realism to conceptual artistry, women have used photography to challenge perceptions, illuminate human stories, and capture truths that resonate across cultures and generations with empathy, courage, and remarkable artistic insight.

As Annie Leibovitz once reflected, “A thing that you see in my pictures is that I was not afraid to fall in love with these people.” This spirit of connection defines great photography. In celebrating women photographers this month, we recognise creativity, resilience, and vision qualities that continue to inspire the next generation of storytellers and image-makers everywhere.

*Anil Khubani*  
ANIL KHUBANI  
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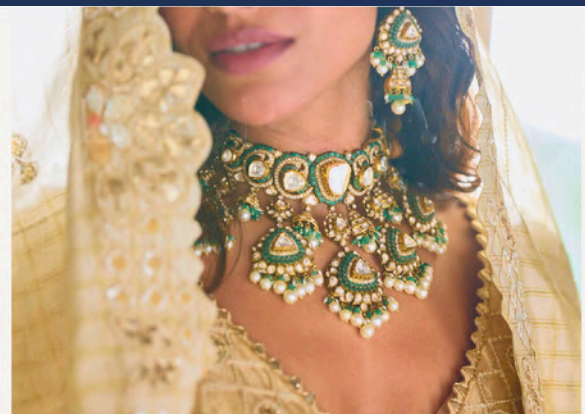
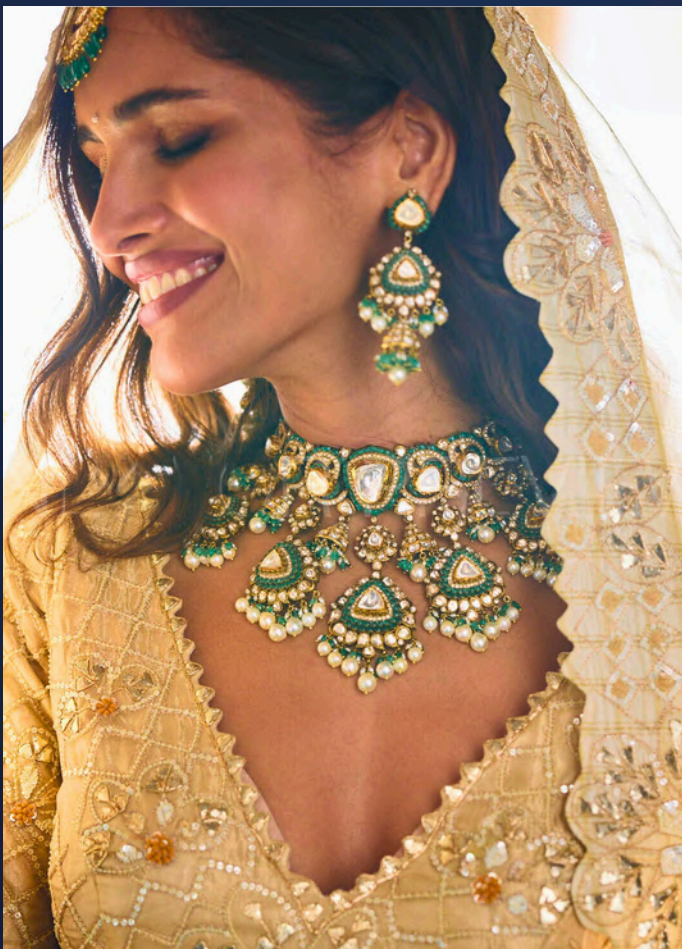
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Sang Motisons

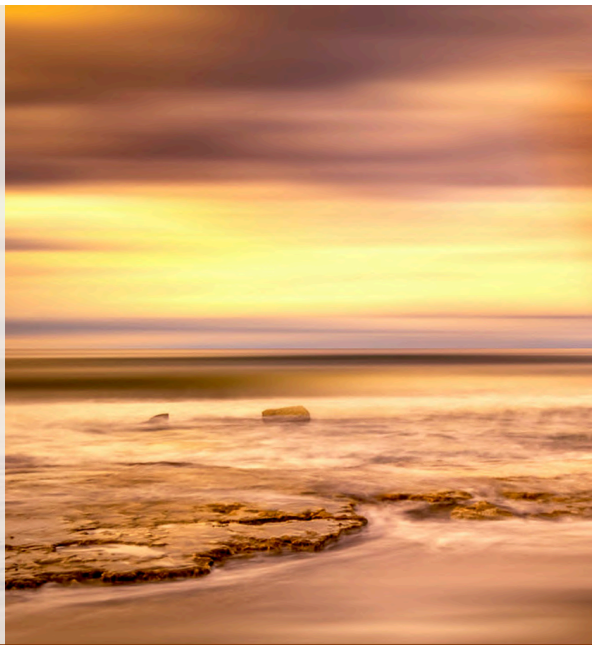
MOTISONS  
—JEWELLERS—

# APNI TOH PAATHSHALA

# PHOTOGRAPHING LIGHT

## The Skill That Separates Good Photographs from Great Ones

By: JPC Editorial Team



Photography literally means "drawing with light." Yet, in the rush to master cameras, lenses, and editing software, many photographers overlook the most powerful creative tool available to them light itself.

A great photograph is rarely defined by the camera used or the sophistication of the editing workflow. Instead, it is defined by how the photographer observes, understands, and shapes light.

Look at any compelling image whether it is a dramatic portrait, a cinematic street moment, or a breathtaking landscape. What gives the image its emotional power is not merely the subject, but the way light interacts with it.

Modern photography offers endless technical possibilities. Cameras can shoot in near darkness. Sensors capture enormous dynamic range. Editing tools allow unprecedented control. Yet none of these technologies replace the photographer's ability to see light.

### Understanding light transforms photography.

It allows you to:

- Create depth and dimension
- Reveal texture and mood
- Guide the viewer's eye
- Elevate ordinary scenes into striking photographs

For photographers especially enthusiasts and club members learning to observe light is often the turning point where images move from technically correct to visually powerful.

In this tutorial, we will explore how to read light, understand its direction and quality, and use it creatively across different genres of photography. With simple observations and practical techniques, you can dramatically improve the impact of your images regardless of the camera you use.

Because in the end, photography is not about equipment. It is about seeing light.

### LIGHT DIRECTION DIAGRAM

#### FRONT LIGHT



Front Light

*Flat, even illumination*

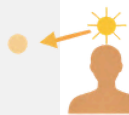
#### SIDE LIGHT



Side Light

*Depth & drama, strong shadows*

#### BACKLIGHT



*Rim halo effect*

#### TOP LIGHT



*Harsh shadows, midday sun effect*

“Light makes photography. Embrace light. Admire it. Love it. But above all, know light.”  
George Eastman

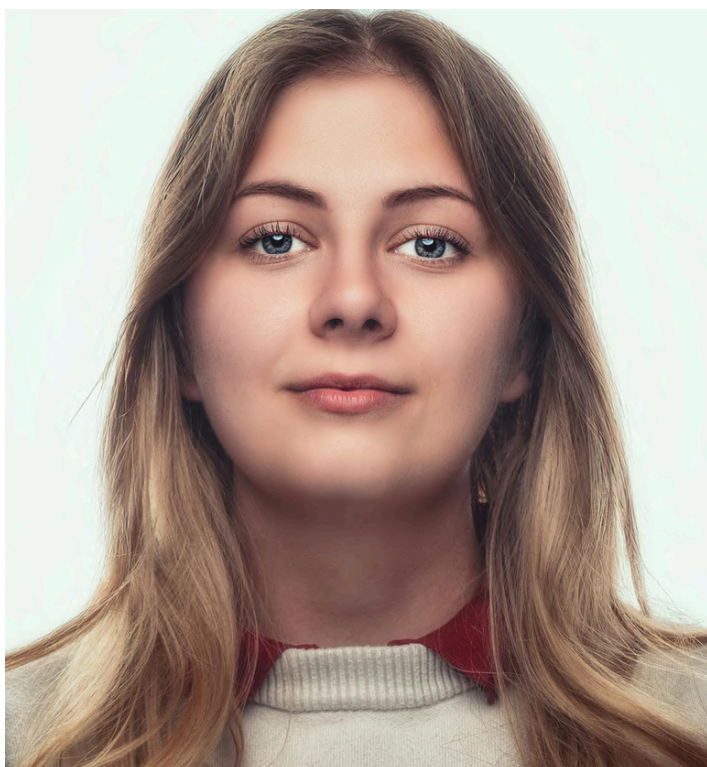
# Understanding Direction of Light

The position of light relative to the subject dramatically affects mood, texture, and dimensionality. By simply shifting your shooting angle or waiting for the light to change you can transform the same scene into a completely different photograph.

## Front Lighting Clean & Even

Front lighting occurs when the light source is behind the photographer and directly illuminates the subject. This type of light produces evenly exposed images with minimal shadows. It works well for documentation, travel photography, and situations where clarity is important.

However, front lighting can sometimes make photographs appear flat because shadows which create depth are largely absent. For beginners, front lighting is often the easiest lighting condition to manage. But for stronger visual impact, photographers often explore more directional lighting.



## Side Lighting Revealing Texture

Side lighting occurs when the light source is positioned to the side of the subject.

This lighting emphasises textures, shapes, and surface details. It is particularly effective in:

- Landscape photography
- Architectural photography
- Black-and-white imagery
- Environmental portraits

Because the light creates shadows, the photograph gains depth and dimensionality. Photographers often seek this type of light during early morning or late afternoon when the sun sits lower in the sky.



## Back Lighting Creating Drama

Backlighting occurs when the light source is behind the subject and facing the camera.

This technique can create silhouettes, glowing outlines, and atmospheric effects such as lens flare or rim light.

Backlighting is commonly used in:

- Portrait photography
- Street photography
- Storytelling images



# The Quality of Light

Beyond direction, photographers must also recognise the **quality of light** whether it is soft or hard. This distinction affects contrast, shadows, and overall mood.

## Hard Light Strong & Dramatic

Hard light comes from small or direct light sources such as midday sun. Characteristics include:

- Strong contrast
- Sharp shadows
- High definition

Hard light can produce dramatic images but requires careful composition. Street photographers often use hard sunlight to create graphic compositions of shadows and silhouettes.

## Soft Light Gentle and Flattering

Soft light comes from diffused sources such as cloudy skies, fog, or window light.

Characteristics include:

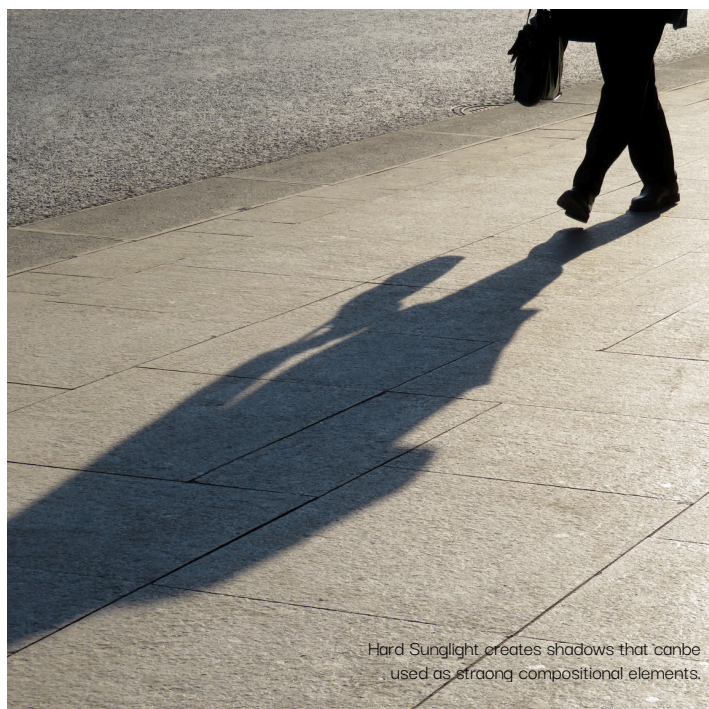
- Smooth tonal transitions
- Soft shadows
- Flattering skin tones

Portrait photographers frequently prefer soft light because it reduces harsh contrasts.

## Observing Light in Everyday Scenes

Learning to recognise light quality requires observation.

Look at how light falls on buildings, faces, and objects. Notice shadow edges and brightness differences. With practice, photographers begin to anticipate how light will shape a photograph before even lifting the camera.



Hard Sunlight creates shadows that can be used as strong compositional elements.

## Pro Tips for Reading Light

- ✓ Observe shadows before composing. They reveal light direction instantly.
- ✓ Early morning and late afternoon provide the most flattering natural light.
- ✓ Use walls, pavements, and buildings as reflectors to bounce light back onto subjects.



Window light provides beautiful soft illumination ideal for portraits.

# Using Light to Tell Stories

Understanding light becomes truly powerful when photographers begin to use it intentionally for storytelling. Different genres use light in different ways.

## Portrait Photography

In portraiture, light shapes the subject's face and conveys emotion.

Soft side lighting creates depth while remaining flattering. Photographers often position subjects near windows or use reflectors to control shadows.

A slight shift in angle can dramatically change how facial features appear.

## Street Photography

Street photographers often work with unpredictable lighting conditions. Instead of avoiding harsh light, many embrace it.

Strong sunlight creates dramatic contrasts between light and shadow, allowing photographers to isolate subjects within bright patches of illumination. These moments often feel cinematic and spontaneous.

## Landscape Photography

In landscapes, light defines the mood of the scene.

Golden hour provides warm tones and long shadows that add depth to terrain. Overcast conditions produce softer, atmospheric images that emphasise colour and mood.

Successful landscape photographers often revisit locations multiple times to capture the best light.



Soft directional window light adds depth while maintaining natural skin tones.

## Creative Exercise The One-Location Light Study

Choose a single location such as a street corner, park bench, or building façade. Photograph it at:

- Monday morning
- Midday
- Sunset
- Night

Observe how changing light completely transforms the mood of the scene. This simple exercise trains photographers to see light as a creative tool rather than a passive condition.



Street photographers often wait for subjects to enter pools of light.



Low sunlight during golden hour adds depth and warmth to landscapes.

# Photographer's Checklist

Before pressing the shutter, take a moment to observe the light.

- ✓ **Observe the light direction**  
Is the light coming from the front, side, or behind the subject?
- ✓ **Look at shadow quality**  
Are shadows hard and sharp, or soft and diffused?
- ✓ **Adjust your position**  
Sometimes moving just a few steps dramatically improves the photograph.
- ✓ **Consider time of day**  
Morning and evening light often provide richer visual possibilities.
- ✓ **Watch the background**  
Light can separate subjects from the background or create distractions.

## Closing Insight

Photography becomes far more exciting when photographers stop chasing subjects and start chasing light.

The most experienced photographers often spend more time observing light than adjusting camera settings. They wait for it, anticipate it, and position themselves to use it creatively.

Once you begin to recognise light patterns how it shapes faces, reveals textures, and transforms ordinary scenes photography becomes less about pressing the shutter and more about seeing the world differently.

Every location offers countless photographic possibilities. All it takes is the ability to notice how light interacts with it.

“

In photography, the smallest thing can be a great subject if the light is right.”

”



Great photographers are not just observers of scenes  
they are observers of light.

*Where*  
**WOMEN**  
*Bloom*



**Photo Story by Sanchayan Halder**

## Sanchayan Halder

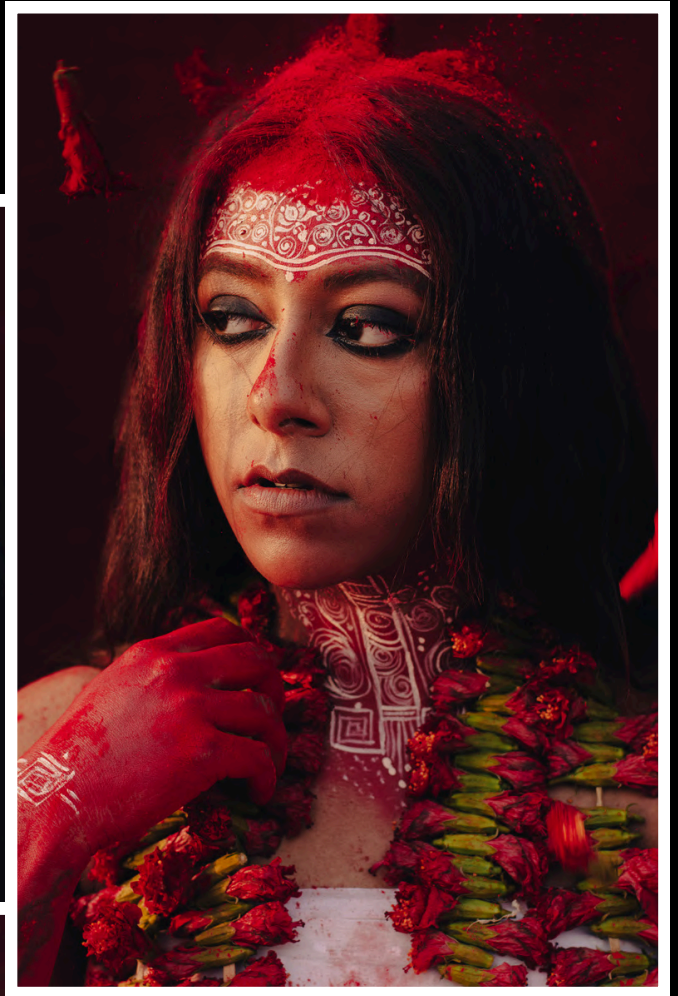
Visual artist and editorial photographer Sanchayan Halder approaches the frame with a distinct vision-first philosophy, working across the creative landscapes of Kolkata and New Delhi. His imagery, often defined by stark monochromes, sculpted light, and editorial precision, moves fluidly between fashion and cinematic storytelling.

Rather than merely capturing a subject, Halder constructs an atmosphere. His portraits lean into the language of modern noir and high-fashion aesthetics, where shadow, texture, and form quietly shape the narrative within each frame.

In this series, the women who inhabit his photographs carry a presence that is both poised and evocative an elegant reminder that when the lens observes with care, women do not simply stand before it; they bloom. A quiet ode, fittingly placed in a month that celebrates them.









*The music  
in her  
pause...*

# SPOT LIGHT



**Sangeeta Taluja**

Sangeeta Taluja is an Indian photographer whose work explores identity, memory, and the quiet strength of women. With a background in styling spaces and visual composition, she brings a deeply intuitive sense of framing to every image where everyday moments become layered, emotive, and poetic narratives. Her photographs invite the viewer to pause, to notice the delicate interplay of light, gesture, and presence, revealing stories that linger long after the gaze moves on.

In this series, Taluja turns her lens toward quiet continuity rather than dramatic transformation. The photographs dwell in the spaces between preparation and pause—the gestures of practice that become second nature to anyone who has lived with an art form long enough for it to feel like breathing.

There is no grand declaration here. Instead, the series honours a gentler truth of artistic life: that mastery does not vanish in silence. It waits, steady and patient, until the artist chooses, once again, to begin.



*A learned artist  
pauses, resumes, and  
continues, reminding  
us that true practice  
never leaves the body,  
only waiting...*



*until it starts to  
breathe again.*



*Art is never found or  
lost; it simply waits  
for the artist to  
return to it.*

36A

37

▶37A

38

▶38A

39

▶32A

33

▶33A

TX 5063

34

▶34A

35

TX 5063

063

TX 5063

TX 5063

*There is a quiet ease  
in that return.  
never dramatic, only  
a continuation.*



36A

37

▶37A

38

▶38A

39

▶32A

▶33A

TX 5063

5



---

*Like breath finding its rhythm again.*

---

063

TX 5063

TX 5063

35  
TX 5063

36A

37

37A

38

38A

39

32



## Product Review

# Pocket Power

## Exploring the Versatility of the Godox AD100Pro II Flash

Lighting has always been one of photography's most powerful creative tools. From early studio strobes to modern wireless systems, photographers have constantly searched for lighting solutions that combine portability with performance. In recent years, compact off-camera flashes have made it easier for photographers to carry professional lighting setups to almost any location.

Among these tools, the Godox AD100Pro II stands out for combining portability with impressive capability. Although it appears small and cylindrical, the flash delivers around 100 watt-seconds of power, significantly more than most camera-mounted speedlights. This balance of size and output makes it particularly useful for portraits, environmental photography and small studio setups.



Photo Credits: Godox

Portability often determines which lighting equipment photographers choose. Traditional studio flashes are powerful but bulky and require external power sources. Compact battery-powered flashes provide a practical alternative, allowing photographers to travel light while maintaining creative lighting control.

The AD100Pro is designed specifically for off-camera use and can easily be mounted on a light stand or handheld bracket. Its lightweight design allows photographers to carry multiple units without adding much weight to their kit.



Photo Credits: Godox

## Precision and Control

Flash photography today is less about simply adding light and more about controlling it creatively. The AD100Pro II offers both TTL exposure and manual power adjustment, giving photographers flexibility in different shooting situations.

TTL mode automatically adjusts flash output based on the camera's metering system, which is especially useful in fast-moving environments such as events or weddings. Manual mode, on the other hand, allows precise power adjustments when photographers want complete control over their lighting.

The flash also supports High-Speed Sync up to 1/8000 second, enabling photographers to shoot with wide apertures even in bright daylight while still using flash creatively.

Photo Credits: Godox



## The Advantage of Off-Camera Flash

One of the strongest features of the AD100Pro II is its integration with wireless flash systems. Built-in radio control allows the flash to be triggered and adjusted remotely through a camera-mounted transmitter.

This wireless capability allows photographers to position multiple lights around a subject and adjust them directly from the camera position. Such flexibility makes it easier to create more dynamic lighting setups.

With off-camera flash, techniques such as rim lighting, side lighting and background illumination become far easier to achieve, helping photographers add depth and dimension to their images.



Photo Credits: Godox

## Performance in Real-World Shooting

In practical shooting situations, recycle speed and battery performance are critical. The AD100Pro offers quick recycling times and reliable output, allowing photographers to shoot multiple frames without long delays.

Its battery can produce hundreds of flashes per charge, making it dependable for portrait sessions, fashion shoots and event coverage.

Many photographers therefore prefer carrying several compact flashes instead of relying on one large studio unit, giving them greater flexibility in shaping light.

## A Practical Tool for Modern Photographers

The Godox AD100Pro II reflects the shift toward compact yet powerful lighting tools. Its portability and versatility allow photographers to shape light creatively wherever they work.

Ultimately, the real value of any lighting tool lies in the possibilities it offers. A small off-camera flash, used thoughtfully, can transform an ordinary scene into a striking photograph.



Photo Credits: Godox

## Shaping Light Creatively

Light modifiers are essential for controlling the quality of flash illumination. The AD100Pro II supports a variety of accessories including diffusers, grids and colour gels that can quickly alter the character of light.

With the help of adapters, the flash can also be paired with larger modifiers such as softboxes or umbrellas. These tools allow photographers to produce soft portrait lighting or more dramatic, directional light depending on the creative intention.

Because of this versatility, the same compact flash can be used as a key light, fill light or rim light within a lighting setup.

# UD TI KHABREIN

All the news you want and beyond.



Photo Credits: Sigma

## SIGMA INTRODUCES 28-105MM T3 FF CINE LENS

Sigma has announced the upcoming release of the 28-105mm T3 FF cine lens, scheduled to arrive in April 2026. The lens adapts the optical design of Sigma's highly regarded 28-105mm f/2.8 still photography lens into a cinema-oriented format designed for filmmakers and hybrid creators. Supporting both L-mount and Sony E-mount systems, the lens incorporates autofocus capability, an increasingly desirable feature for documentary filmmakers, run-and-gun productions, and content creators working in dynamic shooting environments. With a versatile focal range and full-frame coverage, the lens is expected to appeal to cinematographers seeking compact yet capable cine zoom options.

## VENUS OPTICS LAUNCHES LAOWA 17MM F/4 TILT-SHIFT LENS

Venus Optics has announced the Laowa 17mm f/4 Tilt-Shift lens, designed for photographers requiring precise perspective control. The ultra-wide tilt-shift lens is particularly suited for architectural and interior photography, where correcting converging lines is essential. It supports several mirrorless mounts including Sony E, Nikon Z, Canon RF, L-mount, Fujifilm GFX and Hasselblad XCD, offering creative flexibility across multiple camera systems.



Photo Credits: Laowa



Photo Credits: Caira

## BACKLASH AGAINST GENERATIVE AI FEATURES IN CAMERAS

The role of artificial intelligence in photography has recently become a subject of debate within the industry. Caira Camera, formerly known as Alice Camera, has announced plans to scale back its integrated generative AI editing features following criticism from photographers and industry observers. Concerns have been raised that excessive reliance on AI-generated enhancements could blur the boundary between photography and digitally fabricated imagery. The company's decision reflects a broader conversation within the photographic community about maintaining authenticity while embracing technological advancement.

## FILM PHOTOGRAPHY PRICES SHOW SIGNS OF STABILISATION

After several years of continuous increases, film photography prices appear to have stabilised, offering some relief to analogue photography enthusiasts. Although prices have not yet declined, the pause in upward trends indicates a more balanced market environment. At the same time, the reintroduction of classic film stocks such as Ektachrome highlights the continued demand for analogue processes among photographers who appreciate the distinctive colour rendering and tactile experience of shooting on film. The coexistence of digital innovation and analogue revival continues to define the contemporary photographic landscape.

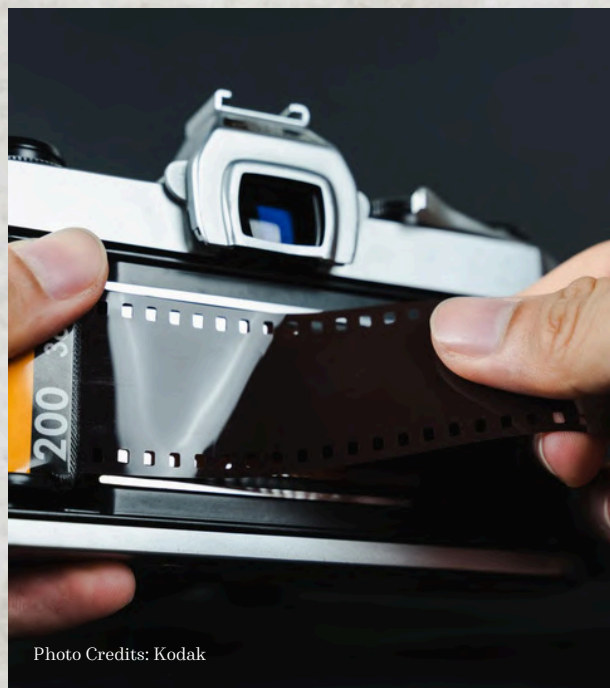


Photo Credits: Kodak



Photo Credits: Canon

## CANON EXPANDS COMPACT CAMERA PRODUCTION

In response to renewed demand for lightweight cameras, Canon is reportedly increasing production of its premium compact camera line. Industry speculation suggests the possible arrival of a PowerShot G7 X Mark IV, along with an expansion of Canon's V-series cameras aimed at vloggers and content creators. Compact cameras have recently seen a resurgence in popularity, particularly among travel photographers and social media creators who prefer a dedicated camera over smartphones. Cameras such as the PowerShot G7 X series combine portability with larger sensors and advanced optics, delivering image quality that remains attractive for both still photography and video. Canon's renewed focus on this category indicates a growing market for compact yet capable photographic tools designed for modern visual storytelling.

## RUMOURS OF A COMPACT FUJIFILM MEDIUM-FORMAT CAMERA

The medium-format segment may soon witness an exciting development. Industry rumours suggest that Fujifilm is preparing to introduce a 102-megapixel GFX100RF, a compact medium-format camera designed to combine the image quality of large sensors with the portability of smaller systems. If confirmed, the camera could represent a new direction for medium-format photography, making ultra-high-resolution imaging more accessible to travel, documentary, and street photographers. Fujifilm's GFX system has already gained recognition for delivering exceptional dynamic range and detail, and a compact version could further broaden the appeal of medium-format cameras beyond traditional studio environments.



Photo Credits: FujiFilm

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